

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary - Internal

Date: 2009-08-25

GAIN Report Number: KS9037

Korea - Republic of

Post: Seoul ATO

IFT Show 2009

Report Categories:

CSSF Activity Evaluation

Approved By:

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Prepared By:

Youngsook, OH, Ag. Marketing Assistant

Report Highlights:

Food Export Association of the Midwest USA & Food Export USA-Northeast sponsored two Korean ingredient buyers for roundtrip airfares, hotels, admission badges and ground transportation in the U.S. They also separately supported four Korean buyers' admission badges at ATO's request. In addition to learning about new products and food science developments in the U.S, the Korean buyers had 28 meetings with U.S. food ingredient exporters arranged by Food Export Midwest USA. The buyers identified product and supplier prospects that they expect will lead to \$500,000 in exports of U.S. product over the next 12 months.

General Information:

AMP ACTIVITY EVALUATION REPORT

Name of Activity: IFT 2009-08-24

Beginning/Ending Dates: June 6-9, 2009-08-24

City/Country: Anaheim, California, U.S.A

Name/Post: OH, Young Sook, Ag. Marketing Assistant
Seoul, Korea

1. Market Constraints and Opportunities

- Korean importers lack familiarity with many U.S. products and their sources

Opportunities:

- Koreans have a general acceptance and confidence in imported U.S. foods.
- Korean importers/consumers are always looking for new-to-market products.
- U.S. products equal or are superior in quality to Korean and competitor products.
- U.S. prices are competitive with Korean and most other imported products.

2. Outcome

Food Export Association of the Midwest USA & Food Export USA-Northeast sponsored 2 Korean ingredient buyers for roundtrip airfares, hotels, admission badges and ground transportation in U.S. ATO recruited 2 Korean buyers on behalf of the Food Export Midwest USA. They also separately supported 4 Korean buyers' admission badges at ATO's request. ATO accompanied 6 Korean buyers during the IFT show in Anaheim to overcome the constraints and to make the best use of the opportunities mentioned above. It was a good opportunity to develop new contacts of ATO Seoul for ingredients importers including flavor, color and food additives products. In addition to learning about new products and food science developments in the U.S., the Korean buyers had 28 meetings with U.S. food ingredient exporters arranged by Food Export Midwest USA. The buyers identified product and supplier prospects that they expect will lead to \$500,000 in exports of U.S. product over the next 12 months.

Food Export Midwest USA, Ms. Carol Brunnert arranged one-on-one business meetings with Midwest suppliers for Korean buyers before and during the show, which was very efficient and useful. She was very supportive to provide admission badges to Korean buyers and information on the IFT Expo, which was much appreciated. ATO Seoul organized markets tour of Wholefoods Markets (organic/natural products stores) and several high ends grocery stores in Los Angeles, which was informative and impressive to Korean buyers. ATO Seoul offered admission badges for another 4 buyers who visited on their own to access to the show on behalf of FAS.

3. Details/Recommendations

A. Details

June 5

Arrived in Anaheim and checked in Hilton Suits Anaheim Orange Hotel.

June 6

Breakfast meeting in Glassell Room at Hilton Hotel with other overseas' buyers, Ms. Carol Brunnert, Activity Coordinator in Food Export Midwest USA and Ms. Brandy A. Erwin, Business Development Assistant. Korean buyers had one-on-one business meetings with Midwest suppliers in Anaheim Convention Center Meeting Room 201C. FSN assisted interpretation for business meetings and accompanied buyers to the Whole Food Market and other high ends grocery stores tour. FSN picked up admission badges for other 4 buyers to access to the show.

June 7

The IFT Show opened. Korean buyers had one-on-one business meetings with Midwest suppliers in Anaheim Convention Center. FSN assisted interpretation for business meetings. Food Export Midwest USA hosted a dinner gathering for overseas mission members in Alcatraz Brewing Restaurant, Anaheim.

June 8

The IFT Show opened. FSN attended IFT Show and Food Export Midwest USA Booth #2160.

June 9

The IFT Show opened on 10:00 a.m. and closed the show on 4:00 p.m. FSN attended IFT Show and Food Export Midwest USA Booth #2160.

June 12

FSN departed Anaheim for next activity.

4. Recommendations

- Suggest to support the additional sites visit of plant or market places to extend the U.S. market and ingredients acknowledgement by the SRTG
- American suppliers from Expo exhibitors do not respond promptly or do not respond to Korean buyers for further business follow up.
- Suggest reserving hotel where shuttle bus is commuting from hotel to convention center.
- Suggest advertising in ingredients associated magazines/newspapers for 2010 IFT Expo to encourage Korean buyers to participate at the show.

5. Buying Mission Participants + Contacts

Food Export Midwest & Northeast Sponsored

1. Ms. LEE, Young Hye, Chief of Trade, CSF Corporation
2. Mr. PARK, Kun Soo, President, JB Corporation
3. Ms. Carol Brunnert, Activity Coordinator, Food Export Association Midwest
4. Ms. Brandy A. Erwin, Business Dev. Assistant, Food Export Association Midwest
5. Mr. Tony Dryak, President, Farmer's Organic Foods
6. Mr. Heung-Gwon Kim, Manager, Samkyoung F.S. Company

7. Mr. YOO, Tae Gyun, President, Hanmi Ingredients Co., Ltd
8. Mr. Shiro K. Nobunaga, Director, AIYA
9. Mr. Renee Hribar, Vice President, RYT
10. Mr. Mike Daems, Dendall Frozen Fruits Inc
11. Mr. Brent Campbell, Director of Sales & Service, GOLDEN BRANDS
12. Mr. Karmen OBando, Sales Associate/Project Coordinator, Pouch Tec Industries
13. Mr. Barry Westfall, Sales Manager, Stahlbush
14. Mr. C.H. LEE, Director, World Juice
15. Mr. Jerry Pantaleo, Stiebs Pomegranate Products
16. Mr. Steve Some, Sales Manager, Shoreline Fruit
17. Mr. Patricia Kontur, Wild Blueberries Natures Great Taste
18. Mr. Jeremy Duprat, Sales, Elderwood Trading Co., Ltd
19. Mr. John Marin, Commercial Division Manager, Organic Prairie
20. Mr. Steve Lee, Advanced Food Marketing

6. Costs

Activity Name	Code	Cost	Source
IFT Buying Mission	404010	\$3,000	ATO CSSF